GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:7324
ANSWERED ON:15.05.2002
POPULATION CONTROL
RAMDAS RUPALA GAVIT

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government have formulated and implemented any strategy for population control;

(b) if so, the details thereof alongwith the results thereof;

(c) whether the Government propose to disseminate the message of family welfare and population control through electronic media on prime time; and

(d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA)

(a) to (d) In order to achieve population stabilisation in the country at the earliest with a holistic approach, Government of India has adopted the National Population Policy(NPP),in Feb. 2000. NPP lists certain socio-demographic goals to be achieved by 2010. These are:

1) Address the unmet needs for basic reproductive and child health services, supplies and infrastructure.

2) Make school education upto age 14 free and compulsory and reduce dropouts at primary and secondary school levels to below 20 percent for both boys and girls.

3) Reduce infant mortality rate to below 30 per 1000 live births.

4) Reduce maternal mortality ratio to below 100 per 100,000 live births.

5) Achieve universal immunization of children against all vaccine preventable diseases.

6) Promote delayed marriage for girls, not earlier than age 18 and preferably after 20 years of age.

7) Achieve 80 percent institutional deliveries and 100 percent deliveries by trained persons.

8) Achieve universal access to information/counseling and services for fertility regulation and contraception with a wide basket of choices.

9) Achieve 100 per cent registration of births, deaths, marriages and pregnancy.

10) Contain the spread of Acquired Immuno Deficiency Syndrome (AIDS) and promote greater integration between the management of Reproductive Tract Infection (RTI) and Sexually Transmitted Infections (STI) and the National AIDS Control Organisation.

11) Prevent and control communicable diseases.

12) Integrate Indian System of Medicines (ISMN) in the provision of reproductive and child health services and in reaching out of households.

13) Promote vigorously the small family norm to achieve replacement levels of TFR.

14) Bring about convergence in implementation of related social sector programmes so that family welfare becomes a people centered programme.

The following steps have been taken by Government for increasing awareness by vigorous publicitythrough use of Electronic and other Media:

(i) An intensive campaign has been launched to create knowledge on family planning methods and techniques through electronic and

print media.

(ii) The `healthy mother-healthy child` messages are broadcast from AIR in the form of audio jingle spots before the Morning and Evening National news. Before and after Regional News one spot on `No Scalpel Vasectomy` is broadcast in the afternoon.

(iii) 36 kendras of All India Radio have been asked to broadcast the messages of Reproductive and Child Health.Video spots on Reproductive and Child Health (R.C.H.) are being telecast before the national news at 8.00 p.m.also a 30 minute based programme `Lok Jhankar` is broadcast on every Thursday and Sunday through 22 Vividh Bharti Kendras of AIR.

(iv) Films on Reproductive & Child Health have been made by eminent producers to improve mass awareness on family welfare programme. Regular articles on RCH themes are being published in in-house publications- `Hamara Ghar` in Hindi and `Reproductive & Child Health Newsletter` in English.

(v) The media units viz. Directorate of Audio Visual Publicity and Song & Drama Division and Directorate of Field Publicity are also carrying out publicity on Reproductive and Child Health (RCH) themes through exhibition, theatre plays, seminars/workshops and video programmes.

(vi) Parivar Kalyan and Swasthya Health Melas are also being organised in different states of the country to increase awareness and provide medical services to the people at their doorsteps.

A Core Group on Behavioral Change Strategies for thedemographically weaker states/regions for which an Empowered Action Group (EAG) has been constituted in October 2001 with the objective of developing structures capacities and systems in these States to plan, develop and manage strategies for behaviour change for family welfare.